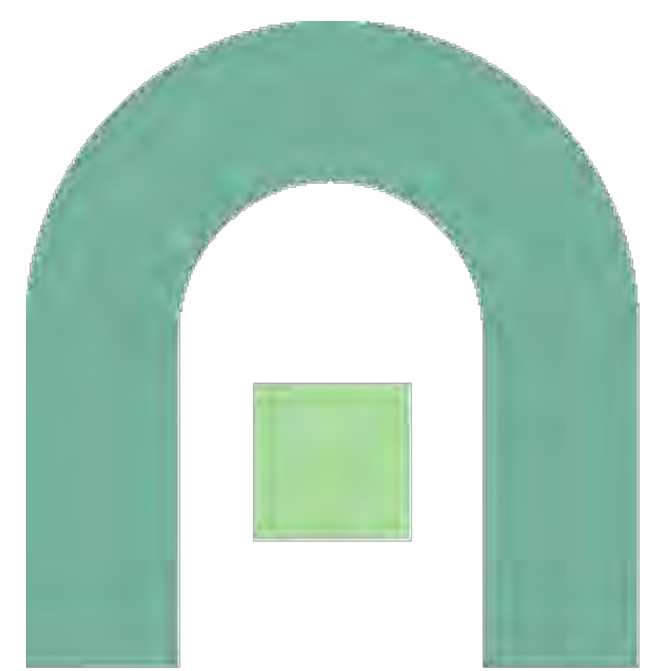


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ALLENTOWN MASTER PLAN

Allentown, Pennsylvania

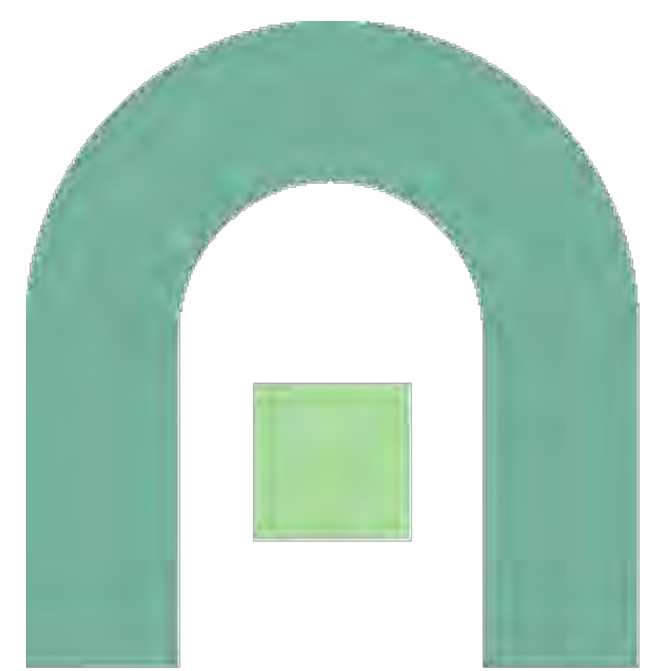
Hammes Company

ELKUS | MANFREDI
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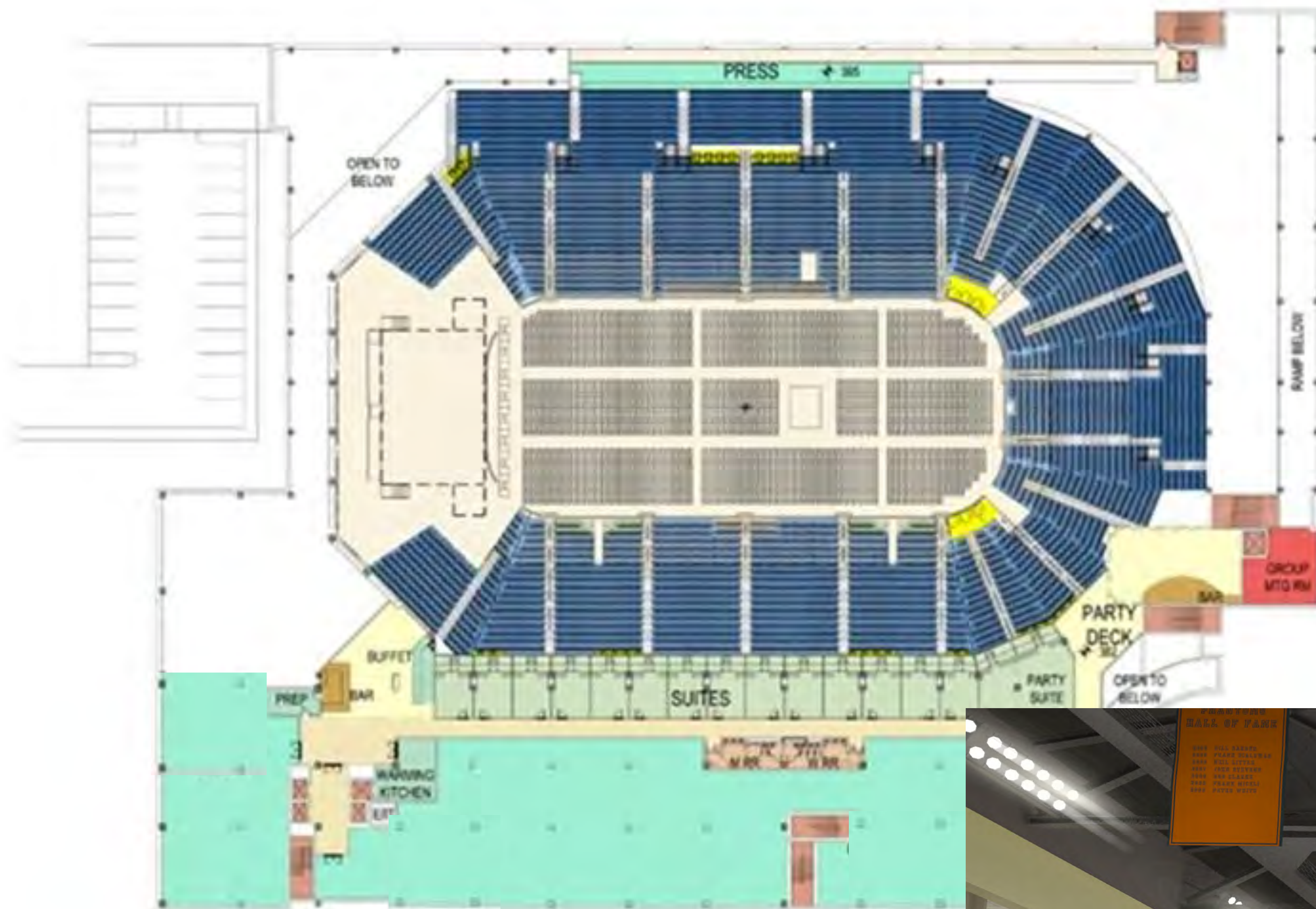
Aerial View of Hamilton Street

FINAL MASTER PLAN SUBMISSION

JUNE 24, 2011



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Making Allentown a Destination City

The vision for the Allentown hockey Arena is it will be a platform for major urban revitalization of Downtown Allentown to create new jobs and make Downtown Allentown an important community destination within the Lehigh Valley and serve as a catalyst for significant future revitalization, jobs and economic development.

- **Sports and Entertainment**
- **Health and Wellness**
- **Commercial Office and Financial Center**
- **Main Street**
- **Community and Arts District**
- **Live, Work and Play**



AHL Hockey and Much More

Designed for Use All Year Long

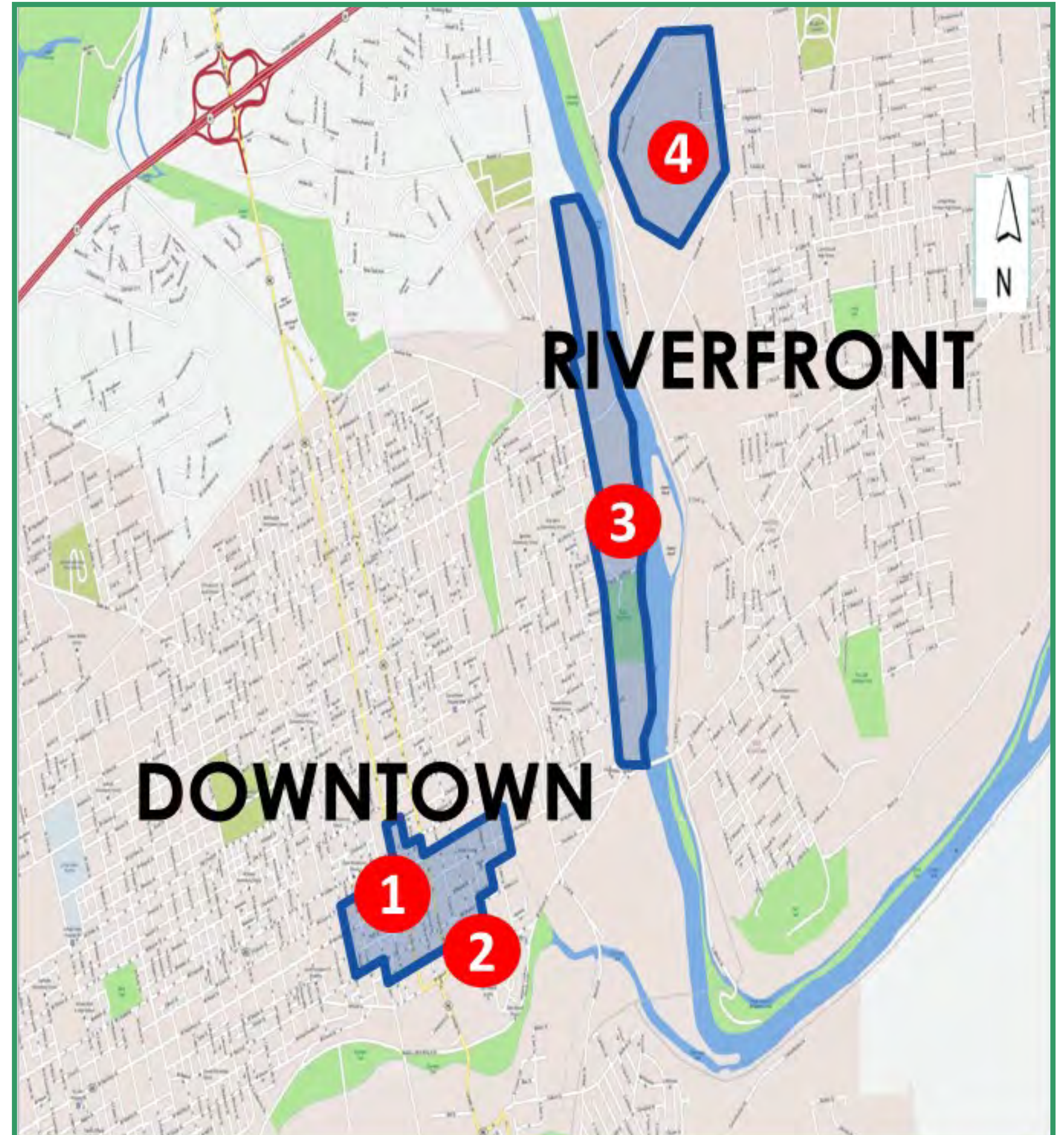
The Arena will serve as the new home of the professional American Hockey League (AHL) team the Phantoms and as a venue for a whole host of other events, shows and concerts.

- 8,500 Seats for Hockey & Other Events
- 10,000 Seats for Concerts
- Flexible Design to Accommodate:
 - Trade Shows
 - Circus & other Family Shows
 - Ice Shows
 - Community Events



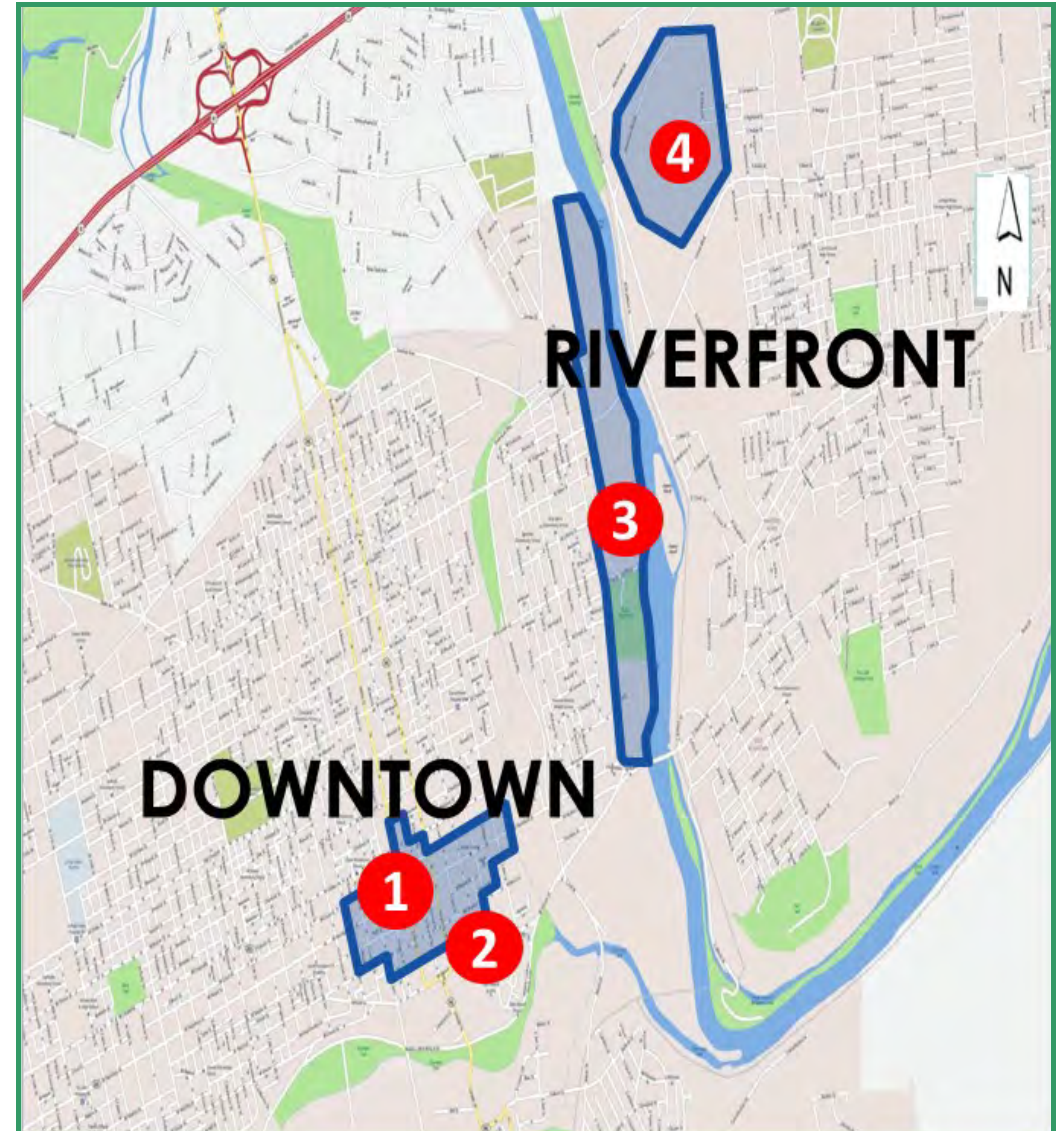
Why Downtown Is the Better Location

- Very accessible from all directions on an existing road network
- Ample existing parking - over 7,000 spaces within 2 blocks
- Utilities and other required infrastructure are already in place
- Located in an active commercial district with a high potential to benefit from increased activity around the Arena
- A Downtown Arena location is recommended by the Urban Land Institute, one of the world's most respected non-profit organizations in creating and sustaining thriving communities worldwide



Why Downtown Is the Better Location

- 1** 7th and Hamilton Street
- 2** “Call Center”
- 3** Riverfront
- 4** Iron Pigs/Coca-Cola Park



2011-2012 Project Schedule

Ongoing community outreach and regular updates on project status

Complete
property
acquisition

Mobilize
equipment
to the site

Remove
existing
structures

Prepare site
for
construction

Construct
Arena

Prepare
interior for
occupancy

Open for
start of
2013-14
AHL Ice
Hockey
Season

Upcoming Construction Activity

What You Can Expect to See in December and January

- Installation of construction fencing around work site perimeter
- Site utility relocation work
- Staging of materials and construction equipment
- Preservation of architectural materials and building features
- Demolition and removal of structures from the Arena block
- Use of water mist and foam as needed to reduce dust and odors



Installation of construction fences and soil erosion controls



Upcoming Construction Activity

Impacts to Local Businesses Will Be Minimized

- No road closures are planned at this time for North 7th, Hamilton and Linden Streets
 - Some single-lane closures will be needed at times
- North 8th Street will be closed temporarily from Hamilton to Linden for approximately 2 weeks from 7 a.m. to 5 p.m.
 - Sidewalk access will remain open on the south side of 8th Street
 - We are working with individual business owners to minimize the effects of this inconvenience
- No detours or traffic modifications are planned for streets outside of the development area
- Safe and efficient routes for pedestrians will be maintained during construction
- Sidewalks and parking on the south side will be accessible for retail, restaurants and other businesses before and during the holidays

Budget and Financing

- The current construction budget for the Arena is approximately \$100 Million
- Site acquisition and tenant relocation costs are approximately \$20 Million
- Private investment of over \$20 Million in the Arena Project is committed
- Interim financing has been secured through National Penn Bank for up to \$35 Million of site acquisition and other project costs
- Permanent financing for the Arena will be secured early in 2012

The Economic Analysis Is Favorable

- Market characteristics for a new arena in Allentown are very favorable relative to comparable markets supporting similar-sized arenas:
 - Fast growing market area -- Allentown is one of the fastest growing cities in PA
 - Strong household income levels
 - Solid corporate base
 - Positive interest in the facility from businesses & event promoters
- The Allentown-Bethlehem-Easton area is underserved in terms of a modern, mid-sized arena (up to 10,000 concert seats) that addresses the needs of Lehigh Valley residents



Analysis by CSL International



Benefits Residents and Businesses

Development of the Arena in Downtown Allentown will create significant positive financial impacts to the City of Allentown and the Greater Lehigh Valley.

- Annual Increased Direct Spending and Economic Output
- Permanent Jobs
- Annual Fiscal Impacts
- Attraction of New Businesses
- Construction Impacts
- Fiscal Impacts from Increased Tax Revenue
- Catalyst for Continuing Future Development Activity

Benefits Residents and Businesses

SOURCES OF DIRECT SPENDING



CONSTRUCTION

Facility Development Costs:

- Materials
- Supplies
- Labor
- Professional



ONGOING

In-Facility Spending: Out-of-Facility Spending: Ancillary Development:

- Ticket Sales
- Premium Seats
- Concessions
- Merchandise
- Sponsorship
- Other

- Lodging
- Restaurants
- Bars
- Retail
- Entertainment
- Transit
- Other

- Residential
- Development
- Office Space
- Attractions

New Jobs Now and in the Future

The Arena in Downtown Allentown is a platform for major urban revitalization of Downtown Allentown that will create hundreds of new jobs.

Construction Jobs

- Approximately 500 jobs (fte) in the city
 - Represents approx. \$25.4 million in wages
- Approximately 1,760 jobs (fte) in the state
 - Represents approx. \$90.1 million in wages

fte = full-time equivalent

Arena Operations and Team Jobs

- Approximate combined job numbers for the Arena operations and team are:
 - 75 full-time jobs
 - 300 part-time jobs

New Businesses and Jobs Moving into Allentown

- Lehigh Gas:
 - 70 jobs now
 - 70-80 jobs in the future
- Local developer plans to build a multi-use development, expected to draw hundreds of new workers to the city

Arena Support Is Strong and Growing

A local business survey of the 340 members of the Greater Lehigh Valley Chamber of Commerce found a significant interest in attending Arena events.

	Respondents with positive interest		
	Arena in Downtown Allentown	Benchmark Range	Benchmark Average
Positive Attitude Toward Arena Project	73%	58-76%	66%
Interest in Attending Arena Events	89%	80-94%	86%
Interest in Corporate Sponsorships/Advertising	54%	48-60%	54%

Note: Municipal market benchmark primarily includes Albuquerque, Burlington, Tucson and Weatherford.



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Ample Parking Exists

- A detailed parking study has been completed for the Arena and future development
- The study confirms that ample parking exists for the Arena and future projects within a two block radius
- Approximately 3,500 spaces are required for sold out Arena events
- An inventory of existing parking spaces in the study area identified 7,376 spaces -- more than two times the spaces needed

Inventory of existing parking spaces in the study area:

2,500	Spaces in Public Garages
1,114	Spaces in Public Surface Lots
1,581	Spaces in Private Garages
2,181	Spaces in Private Surface Lots
7,376	Total Spaces

(not including 1,561 additional on-street spaces)

Existing public parking garages are under-utilized on weekday nights and weekends:

14%	Occupied at 5 PM on weekdays
4%	Occupied at 7 PM on weekdays
3%	Occupied any time of day on weekends

Public parking facilities are only 50% full from 9 AM to 4 PM weekdays



Traffic Conditions Can Be Controlled

Impacts to Local Businesses Will Be Minimized

- Detailed study area includes intersections from 4th Street to 9th Street and West Turner Street to West Walnut Street
- The transportation analysis shows a favorable Level of Service will be maintained for the Arena and associated initial development in which roads will remain safely below capacity, and posted speeds will be maintained during Arena events
- The planned American Parkway Bridge - scheduled to start construction in 2012 - will further improve access to the Arena
- The existing Allentown Transportation Center, located at 6th Street and West Linden, provides access to public transportation (LANTA)

Soil Conditions Are Suitable

- Soil borings and analysis were conducted on the Arena site
- Soil conditions are found to be suitable for Arena construction and related development



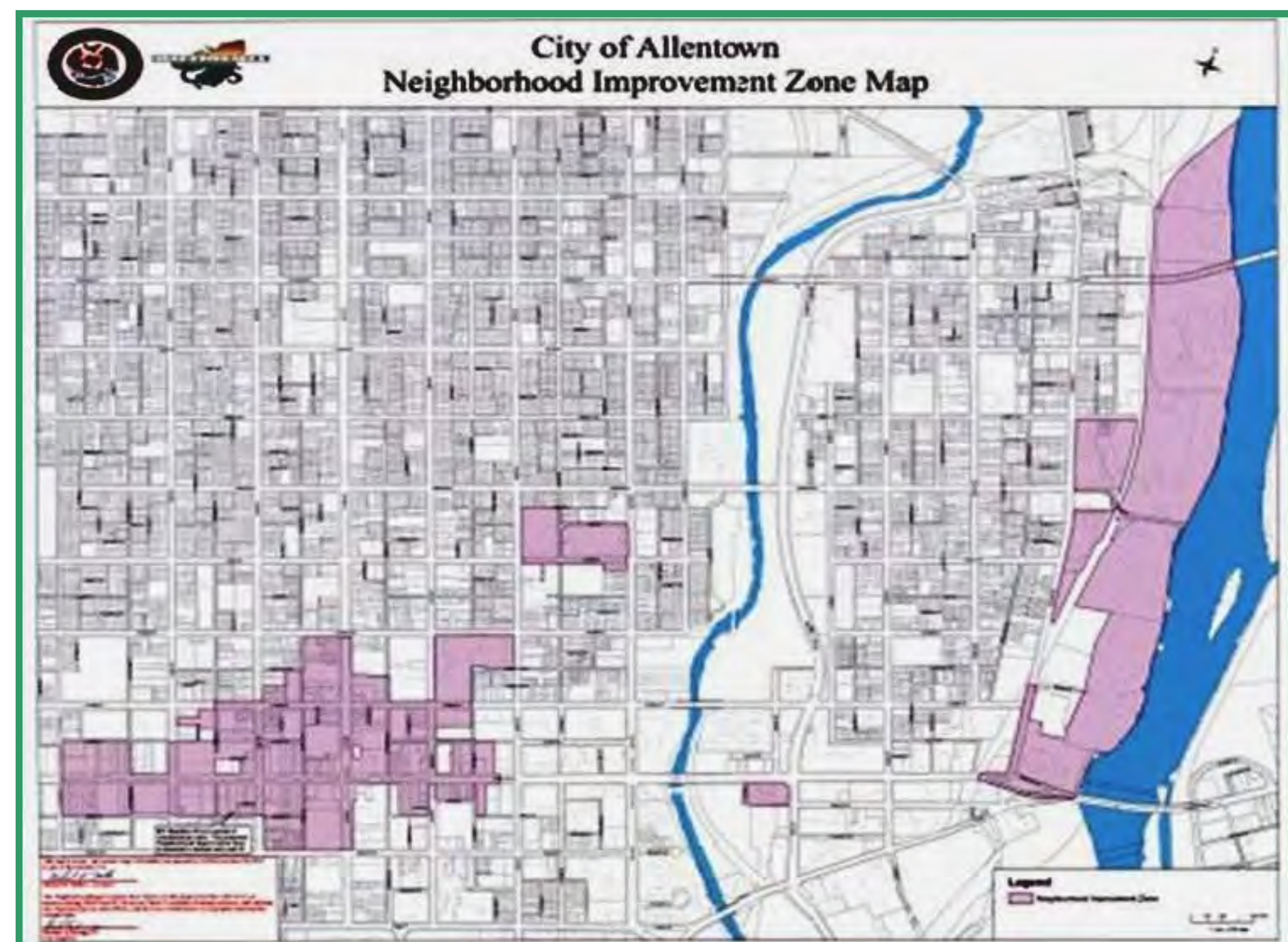
To eliminate concerns like the sinkhole that occurred under the Corporate Plaza Building in 1994, which did not use piles, pile foundations will be anchored into the bedrock.

- Phase 1 environmental investigations on the Arena were completed
- Phase 2 environmental assessments were completed
- No evidence of health or environmental hazards were identified

Neighborhood Improvement Zone

The Arena is being built within and financed by the Neighborhood Improvement Zone (NIZ), created through legislation authorized by the Commonwealth of Pennsylvania.

- Up to a 130 acre area
- Allows for state tax revenues to remain in Allentown to help fund this project and future projects
- **No new taxes** will be needed or levied to fund this initiative



Keeping the Community Informed

The City is committed to an open and candid dialogue with all groups and individuals interested in the Arena and Neighborhood Improvement Zone.

- Stakeholder briefings
- Roundtable discussions
- Open Houses
- Website
- Media outreach





We Want to Hear from You

Your feedback is important to us.

Please share your thoughts, questions and concerns with us so that we can make future Open Houses more effective and be certain to address those issues most important to you as we continue to communicate through other avenues.

- Complete tonight's evaluation form
- Stop by the registration table and make sure you're on our mailing list

Visit our Website
at
allentownpa.gov/arena